

This question paper contains **2** printed pages]

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S. No. of Question Paper : **3651**

Unique Paper Code : **6323480011**

Name of the Paper : **Research Design & Methodology for Retail Sector**

Name of the Course : **B.Voc. Retail Management & IT**

Semester : **VI**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt *five* questions in total.

Question No. **8** is compulsory.

All questions carry equal marks.

Use of non-programmable and simple calculator is permitted.

1. What do you mean by Research ? What are the different types of research ? 9+9
2. What do you mean by population and sample in a research study ? Discuss the difference between probability and non-probability sampling. 9+9
3. What are the various measurement scales used in research ? What are the various steps in research process ? 9+9

P.T.O.

4. What is t -Test and when it is used ? The mean life of a random sample of 10 light bulbs was found to be 1456 hours with standard deviation of 423 hours. A second sample of 17 light bulbs chosen at random from a different batch showed a mean life of 1280 hours with standard deviation of 398 hours. Is there a statistically significant difference between mean life of the two batches of light bulbs. Test at 5% level of significance (the critical t -values are ± 2.086). 9+9
5. What do you mean by concept of outliers in a data set ? Also explain the concept of skewness of data with examples. 9+9
6. What do you mean by hypothesis testing ? How are parametric tests different from non-parametric tests ? 9+9
7. 'Having an appropriate research design is important for success of research in the absence of which the purpose may be defeated.' Explain with example. 9+9
8. (a) What is the difference between mean and median ? Explain with example. 9
- (b) During a survey, six students were asked how many hours in a day they study at home ? Their answers were 2, 6, 5, 3, 2 and 3 hours. Find the mean and the standard deviation. 9